

1977 CENSUS OF RETAIL TRADE

VOLUME 3

MAJOR RETAIL CENTERS
IN STANDARD METROPOLITAN STATISTICAL AREAS

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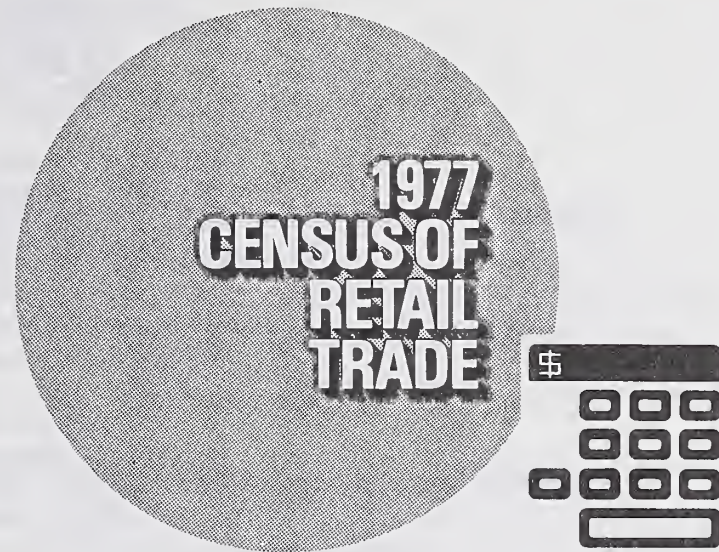
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**1977
CENSUS OF
RETAIL
TRADE**





Major Retail Centers in Standard Metropolitan Statistical Areas

Oklahoma



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This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

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Bureau delineation of major retail centers was conducted by the Field Division, Richard Burt, Chief, under the direction of Darren Althouse, Chief, Economic Surveys Branch, assisted by John Guest.

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WHAT IS IN THE TABLES

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district ²	City	Standard metropolitan statistical area

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area

AIDS TO TABLE USE

DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
—	Zero.

INTRODUCTION

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HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.¹ It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

¹ Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores¹ located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.² MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

¹ An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

² Minimum square footage criterion was waived in a few special cases at request of local CSAC.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.^{1 2}
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

¹ For all establishments, including those with no payroll.

² Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.

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The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

MAPS

Standard Metropolitan Statistical Area
Central Business Districts
Major Retail Centers

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SMSA's

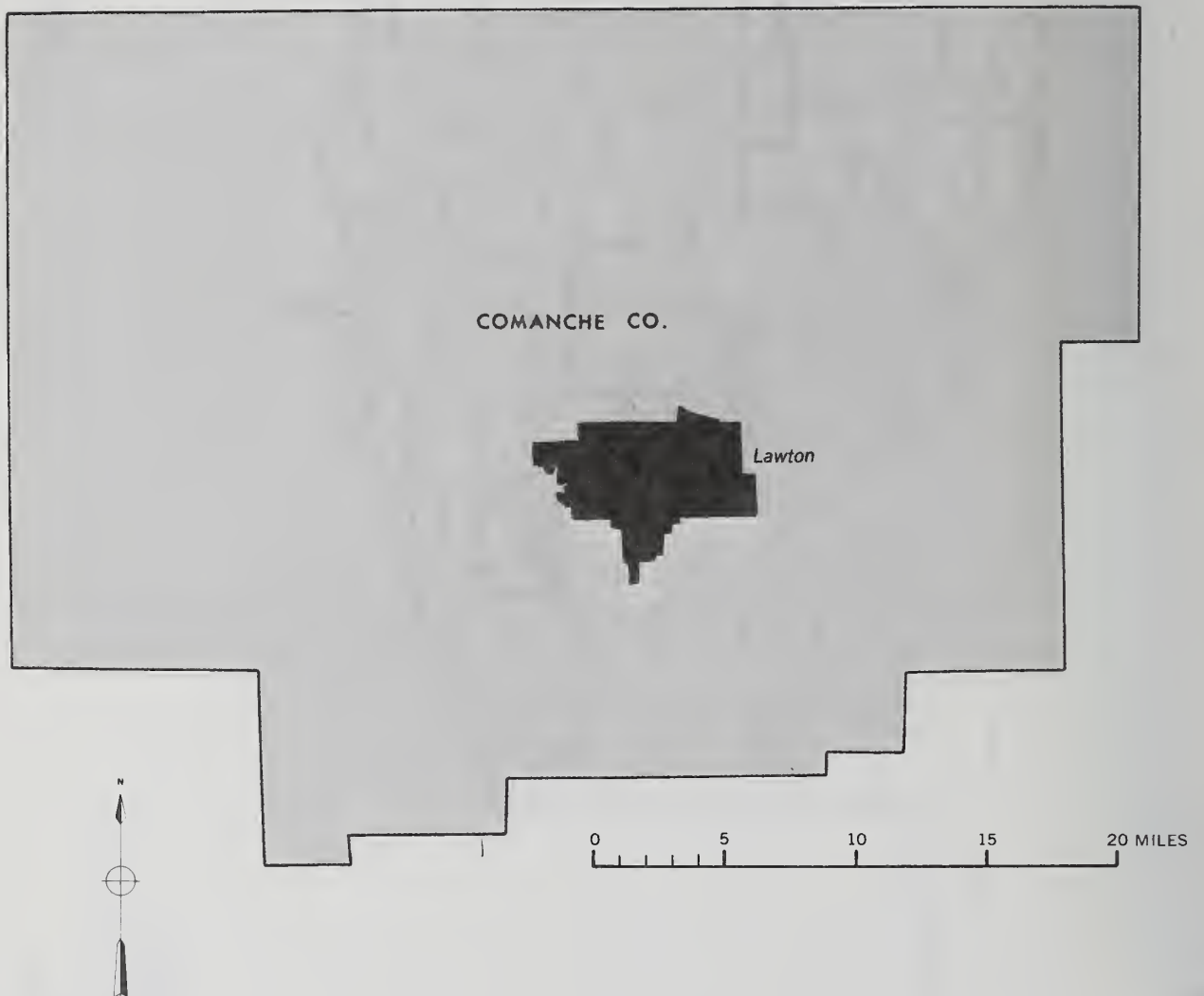
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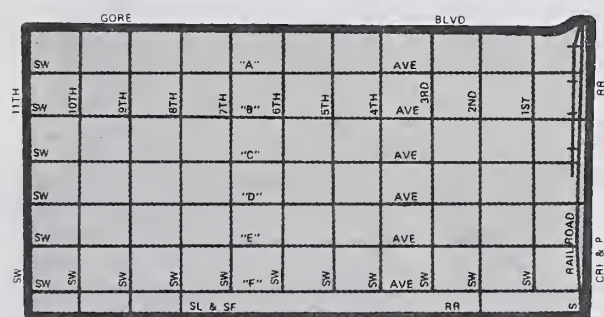
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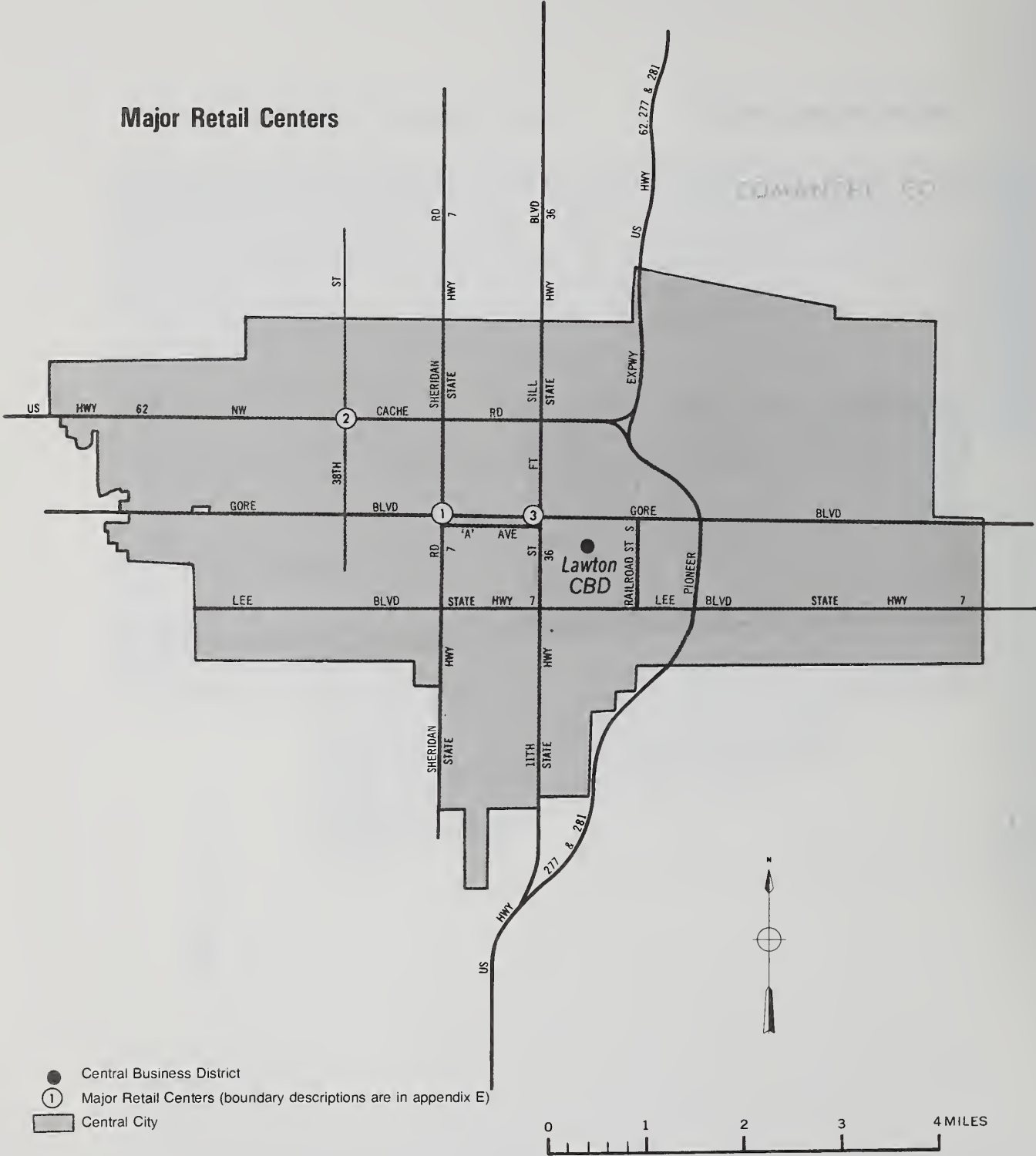


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 1	No. 2	No. 3
54, 58, 591	Retail stores:^{1 2}						
	Number -----	795	681	58	34	43	29
	Sales (\$1,000) -----	291 465	(D)	46 166	26 699	48 172	18 409
	Payroll entire year (\$1,000) -----	32 268	31 125	4 303	3 763	5 256	3 051
	Paid employees for week including March 12 ---	5 381	5 104	553	602	786	415
53, 56, 57; 594	Convenience goods stores:						
	Number -----	297	252	12	9	14	6
52, 55, 59, ex. 591, 4, 6	Sales (\$1,000) -----	(D)	76 381	10 094	4 663	(D)	1 408
	Shopping goods stores (GAF):³						
52, 55, 59, ex. 591, 4, 6	Number -----	181	158	25	15	18	15
	Sales (\$1,000) -----	(D)	79 861	7 664	19 784	20 201	15 605
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number -----	317	271	21	10	11	8
	Sales (\$1,000) -----	125 022	(D)	28 408	2 252	(D)	1 396
52	Number of Establishments						
	Retail stores^{1 2} -----	795	681	58	34	43	29
525	Building materials, hardware, garden supply, and mobile home dealers -----	31	23	3	1	-	1
	Hardware stores -----	6	4	-	-	-	-
52 ex. 525	Other -----	25	19	3	1	-	1
	General merchandise group stores -----	15	14	1	2	3	3
531	Department stores ⁴ -----	3	3	-	1	1	1
	Variety stores -----	7	6	1	1	-	2
539	Miscellaneous general merchandise stores -----	5	5	-	-	2	-
	Food stores⁵ -----	105	87	6	3	4	1
541	Grocery stores -----	92	75	4	2	4	1
	Automotive dealers -----	72	64	5	-	6	1
554	Gasoline service stations -----	71	58	5	4	3	-
	Apparel and accessory stores -----	46	42	10	5	5	4
561	Men's and boys' clothing and furnishings stores --	7	7	2	-	2	2
	Women's clothing and specialty stores and furriers -----	14	13	4	1	1	1
562	Women's ready-to-wear stores -----	14	13	4	1	1	1
	Family clothing stores -----	10	9	3	1	-	-
566	Shoe stores -----	9	8	1	2	1	-
	Other apparel and accessory stores -----	6	5	-	1	1	1
57	Furniture, home furnishings, and equipment stores -----	65	54	6	7	5	4
	Furniture stores -----	18	16	1	1	4	2
5712	Home furnishings stores -----	21	15	2	1	1	-
	Household appliance, radio, television, and music stores -----	26	23	3	5	-	2
5812	Eating and drinking places -----	175	150	4	6	8	3
	Eating places -----	125	105	3	6	7	3
5813	Drinking places (alcoholic beverages) -----	50	45	1	-	1	-
591	Drug and proprietary stores -----	17	15	2	-	2	2
	Miscellaneous retail stores⁶ -----	198	174	16	6	7	10
592	Liquor stores -----	35	31	1	3	-	1
	Miscellaneous shopping goods stores -----	55	48	8	1	5	4
594	Florists -----	13	11	2	1	-	2

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because
there were no major retail centers or
central business districts with 100
retail establishments or more in 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Lawton					
	Retail stores ² -----	681	(D)	31 125	7 448	5 104
52	Building materials, hardware, garden supply, and mobile home dealers -----	23	(D)	1 414	332	170
525	Hardware stores -----	4	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	19	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	14	(D)	6 417	1 461	908
531	Department stores ³ -----	3	28 672	4 406	946	592
533	Variety stores -----	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	87	50 926	5 156	1 213	679
541	Grocery stores -----	75	50 186	5 071	1 189	651
55 ex. 554	Automotive dealers -----	64	77 640	(D)	(D)	(D)
554	Gasoline service stations -----	58	15 436	1 052	267	230
56	Apparel and accessory stores -----	42	(D)	1 574	405	303
561	Men's and boys' clothing and furnishings stores -----	7	1 603	279	62	34
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	13	(D)	(D)	(D)	(D)
565	Family clothing stores -----	9	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	5	710	104	26	27
57	Furniture, home furnishings, and equipment stores -----	54	17 578	2 642	602	282
5712	Furniture stores -----	16	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	15	2 446	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	23	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	150	21 654	5 104	1 229	1 421
5812	Eating places -----	105	19 650	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	45	2 004	(D)	(D)	(D)
591	Drug and proprietary stores -----	15	3 801	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	174	(D)	2 026	529	433
592	Liquor stores -----	31	4 306	263	73	78
594	Miscellaneous shopping goods stores -----	48	5 933	713	214	157
5992	Florists -----	11	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Lawton, Okla., SMSA					
	Retail stores ² -----	795	291 465	32 268	7 745	5 381
52	Building materials, hardware, garden supply, and mobile home dealers -----	31	17 069	1 666	386	198
525	Hardware stores -----	6	328	(D)	(D)	(D)
52 ex. 525	Other -----	25	16 741	(D)	(D)	(D)
53	General merchandise group stores -----	15	(D)	6 417	1 461	908
531	Department stores ³ -----	3	28 672	4 406	946	592
533	Variety stores -----	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	105	58 322	5 503	1 317	766
541	Grocery stores -----	92	57 529	5 409	1 290	736
55 ex. 554	Automotive dealers -----	72	79 002	5 352	1 313	583
554	Gasoline service stations -----	71	16 746	1 071	278	239
56	Apparel and accessory stores -----	46	(D)	1 605	412	312
561	Men's and boys' clothing and furnishings stores -----	7	1 603	279	62	34
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	(D)	478	121	101
562	Women's ready-to-wear stores -----	14	(D)	478	121	101
565	Family clothing stores -----	10	(D)	(D)	(D)	(D)
566	Shoe stores -----	9	(D)	196	47	42
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	65	18 035	2 669	608	288
5712	Furniture stores -----	18	10 501	1 553	356	180
5713, 4, 9	Home furnishings stores -----	21	2 510	529	118	41
572, 3	Household appliance, radio, television, and music stores -----	26	5 024	587	134	67
58	Eating and drinking places -----	175	23 169	5 361	1 301	1 536
5812	Eating places -----	125	20 976	4 932	1 180	1 398
5813	Drinking places (alcoholic beverages) -----	50	2 193	429	121	138
591	Drug and proprietary stores -----	17	(D)	472	110	104
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	198	18 527	2 152	559	447
592	Liquor stores -----	35	4 400	263	73	78
594	Miscellaneous shopping goods stores -----	55	6 322	772	224	162
5992	Florists -----	13	1 522	422	93	74

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Lawton SMSA in 1972

Table 6. **Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

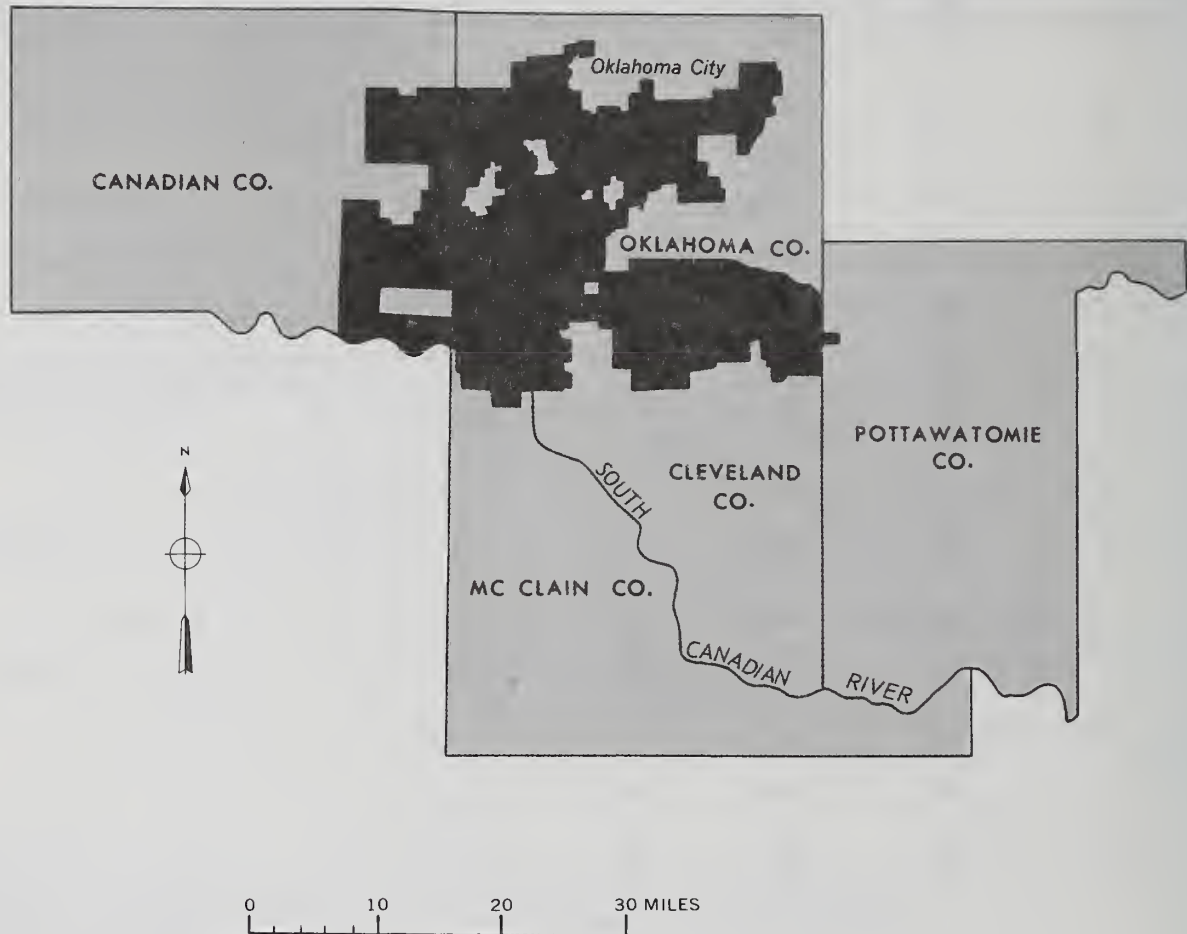
Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Lawton SMSA in 1977

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Lawton SMSA in 1977

OKLAHOMA CITY

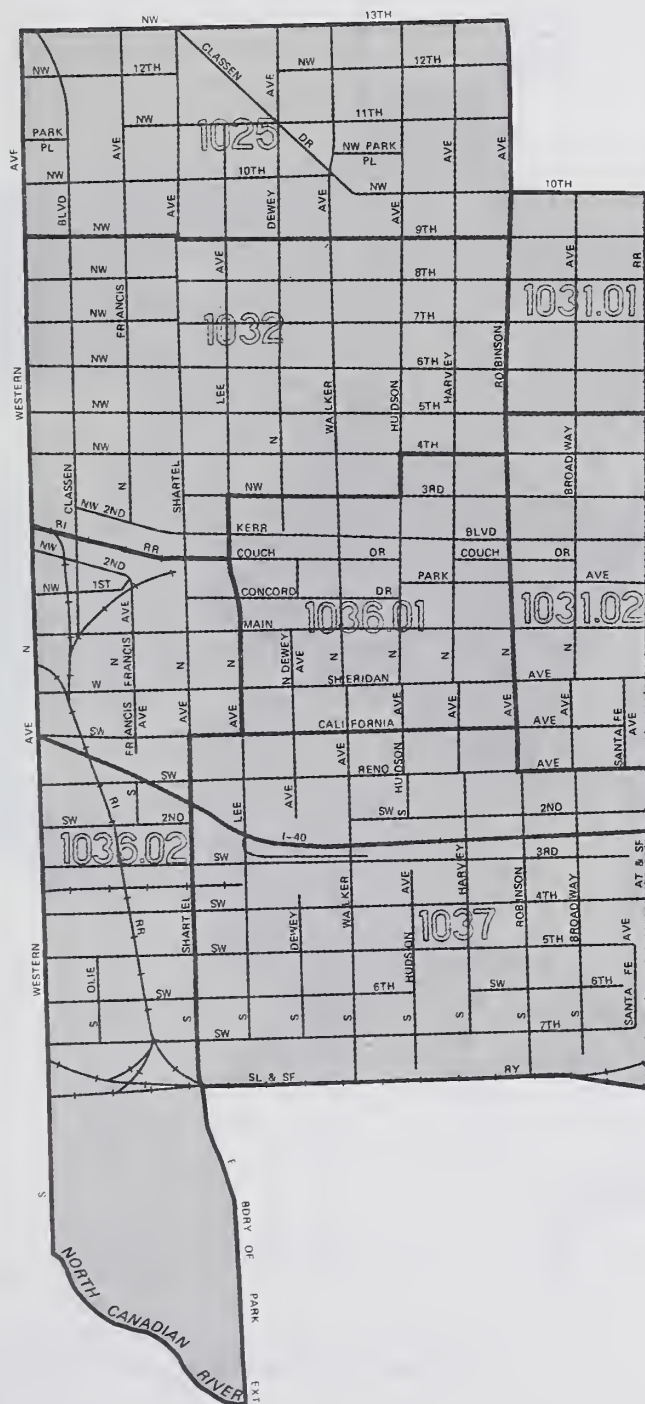
Standard Metropolitan Statistical Area



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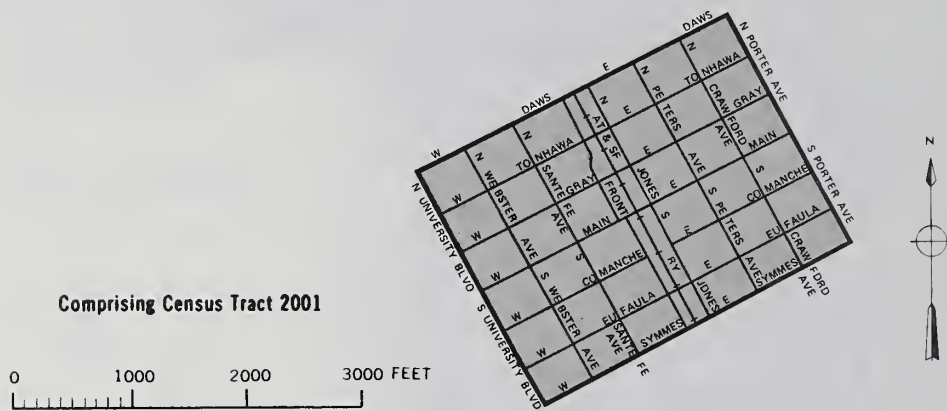


Comprising Census Tracts 1025, 1031.01, 1031.02, 1032,
1036.01, 1036.02, 1037

0 1000 2000 3000 FEET

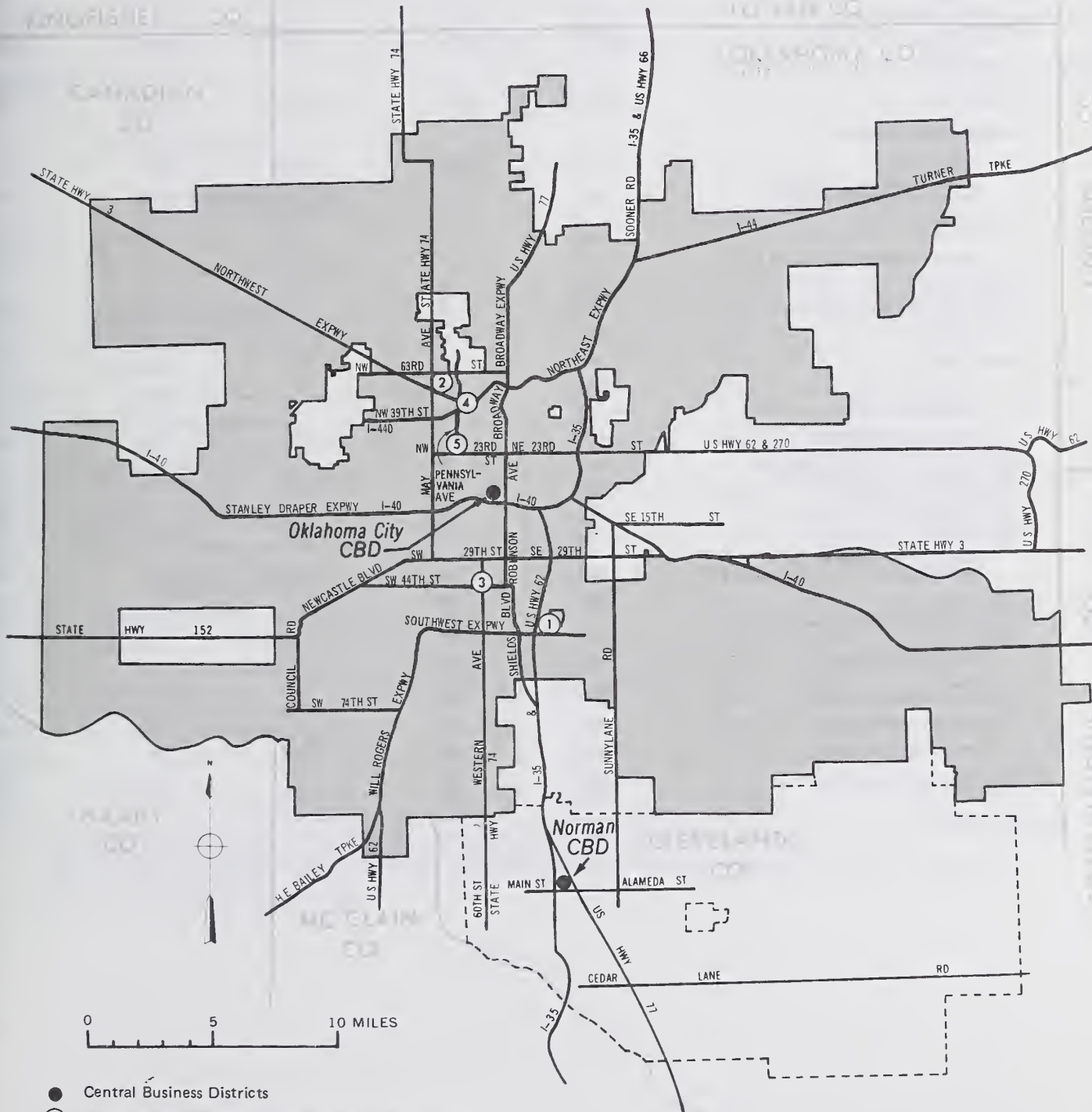


OKLAHOMA CITY

Norman
Central Business District

OKLAHOMA CITY

Major Retail Centers



- Central Business Districts
- ① Major Retail Centers (boundary descriptions are in appendix E)
- ▭ Central City
- - - Corporate limits of other CBD city

U.S. DEPARTMENT OF COMMERCE

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Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts	
			Oklahoma City	Norman	Oklahoma City	Norman
	Retail stores:^{1 2}					
	Number -----	6 866	3 682	562	223	75
	Sales (\$1,000) -----	3 030 147	1 793 794	(D)	181 735	30 412
	Payroll entire year (\$1,000) -----	344 561	215 253	(D)	19 941	3 554
	Paid employees for week including March 12 ---	55 508	33 915	(D)	2 302	553
54, 58, 591	Convenience goods stores:					
	Number -----	2 248	1 232	185	89	19
	Sales (\$1,000) -----	948 389	514 590	(D)	17 590	4 184
53, 56, 57; 594	Shopping goods stores (GAF):³					
	Number -----	1 916	1 035	196	62	31
	Sales (\$1,000) -----	859 628	609 558	(D)	24 070	9 375
52, 55, 59, ex. 591, 4, 6	All other stores:					
	Number -----	2 702	1 415	181	72	25
	Sales (\$1,000) -----	1 222 130	669 646	95 058	140 075	16 853
	Number of Establishments					
	Retail stores^{1 2} -----	6 866	3 682	562	223	75
52	Building materials, hardware, garden supply, and mobile home dealers -----	292	142	18	3	3
525	Hardware stores -----	47	17	3	-	1
52 ex. 525	Other -----	245	125	15	3	2
53	General merchandise group stores -----	150	61	10	4	1
531	Department stores ⁴ -----	28	15	4	-	-
533	Variety stores -----	64	30	3	2	-
539	Miscellaneous general merchandise stores -----	58	16	3	2	1
54	Food stores⁵ -----	663	340	54	12	6
541	Grocery stores -----	494	244	33	7	3
55 ex. 554	Automotive dealers -----	686	348	47	24	13
554	Gasoline service stations -----	711	360	45	7	4
56	Apparel and accessory stores -----	581	322	71	13	12
561	Men's and boys' clothing and furnishings stores --	82	46	13	3	5
562, 3, 8	Women's clothing and specialty stores and furriers -----	220	126	27	4	3
562	Women's ready-to-wear stores -----	189	104	25	3	3
565	Family clothing stores -----	121	57	15	2	4
566	Shoe stores -----	103	58	11	3	-
564, 9	Other apparel and accessory stores -----	55	35	5	1	-
57	Furniture, home furnishings, and equipment stores -----	598	332	53	14	12
5712	Furniture stores -----	153	83	11	7	5
5713, 4, 9	Home furnishings stores -----	211	126	15	4	2
572, 3	Household appliance, radio, television, and music stores -----	234	123	27	3	5
58	Eating and drinking places -----	1 397	797	116	71	12
5812	Eating places -----	1 184	668	100	53	8
5813	Drinking places (alcoholic beverages) -----	213	129	16	18	4
591	Drug and proprietary stores -----	188	95	15	6	1
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	1 600	885	133	69	11
592	Liquor stores -----	159	86	16	3	1
594	Miscellaneous shopping goods stores -----	587	320	62	31	6
5992	Florists -----	95	46	9	5	-

See footnotes at end of table.

Table 1. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers				
		No. 1	No. 2	No. 3	No. 4	No. 5
	Retail stores:^{1 2}					
	Number -----	105	23	31	75	90
	Sales (\$1,000) -----	84 970	13 025	53 172	71 192	98 199
	Payroll entire year (\$1,000) -----	10 901	2 133	6 966	10 429	13 668
	Paid employees for week including March 12 ---	2 039	349	1 082	1 955	1 994
54, 58, 591	Convenience goods stores:					
	Number -----	14	5	9	11	15
	Sales (\$1,000) -----	(D)	4 796	8 893	6 449	7 204
53, 56, 57, 594	Shopping goods stores (GAF):³					
	Number -----	89	14	16	56	64
	Sales (\$1,000) -----	80 622	7 489	43 007	63 755	89 084
52, 55, 59, ex. 591, 4, 6	All other stores:					
	Number -----	2	4	6	8	11
	Sales (\$1,000) -----	(D)	740	1 272	988	1 911
	Number of Establishments					
	Retail stores^{1 2} -----	105	23	31	75	90
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	1
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	1
53	General merchandise group stores -----	4	1	3	3	5
531	Department stores ⁴ -----	4	1	2	2	3
533	Variety stores -----	-	-	1	-	2
539	Miscellaneous general merchandise stores -----	-	-	-	1	-
54	Food stores⁵ -----	6	2	2	3	4
541	Grocery stores -----	-	1	2	1	1
55 ex. 554	Automotive dealers -----	-	-	2	1	1
554	Gasoline service stations -----	-	1	1	-	1
56	Apparel and accessory stores -----	52	5	8	39	29
561	Men's and boys' clothing and furnishings stores --	10	-	1	8	5
562, 3, 8	Women's clothing and specialty stores and furriers -----	18	3	2	18	13
562	Women's ready-to-wear stores -----	16	3	2	17	13
565	Family clothing stores -----	5	1	2	2	3
566	Shoe stores -----	16	1	2	8	6
564, 9	Other apparel and accessory stores -----	3	-	1	3	2
57	Furniture, home furnishings, and equipment stores -----	9	2	3	5	10
5712	Furniture stores -----	-	-	-	-	2
5713, 4, 9	Home furnishings stores -----	1	-	-	4	1
572, 3	Household appliance, radio, television, and music stores -----	8	2	3	1	7
58	Eating and drinking places -----	8	2	6	8	11
5812	Eating places -----	7	1	6	5	11
5813	Drinking places (alcoholic beverages) -----	1	1	-	3	-
591	Drug and proprietary stores -----	-	1	1	-	-
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	26	9	5	16	28
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	24	6	2	9	20
5992	Florists -----	1	-	1	-	1

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Oklahoma City CBD					
	Retail stores ² -----	223	181 735	19 941	4 784	2 302
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	1 155	134	30	18
531	Department stores ³ -----	-	-	-	-	-
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	12	3 926	626	148	70
541	Grocery stores -----	7	1 086	86	19	13
55 ex. 554	Automotive dealers -----	24	131 926	10 606	2 367	775
554	Gasoline service stations -----	7	1 694	105	28	18
56	Apparel and accessory stores -----	13	4 934	991	326	130
561	Men's and boys' clothing and furnishings stores -----	3	1 873	423	101	54
562, 3, 8	Women's clothing and specialty stores and furriers -----	4	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	3	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	24	4	2	2
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	14	8 001	844	226	122
5712	Furniture stores -----	7	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	3	1 306	226	57	24
58	Eating and drinking places -----	71	12 201	3 560	943	770
5812	Eating places -----	53	10 818	3 143	844	703
5813	Drinking places (alcoholic beverages) -----	18	1 383	417	99	67
591	Drug and proprietary stores -----	6	1 463	255	63	40
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	69	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	31	9 980	1 584	361	193
5992	Florists -----	5	514	104	26	23

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 1					
	Retail stores ² -----	105	84 970	10 901	2 553	2 039
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	4	49 366	5 727	1 280	1 120
531	Department stores ³ -----	4	49 366	5 727	1 280	1 120
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores ⁴ -----	6	(D)	114	28	34
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	-	-	-	-	-
56	Apparel and accessory stores -----	52	21 066	2 680	645	488
561	Men's and boys' clothing and furnishings stores -----	10	3 440	487	123	79
562, 3, 8	Women's clothing and specialty stores and furriers -----	18	7 656	870	202	198
562	Women's ready-to-wear stores -----	16	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	5 124	614	151	102
566	Shoe stores -----	16	4 381	613	147	94
564, 9	Other apparel and accessory stores -----	3	465	96	22	15
57	Furniture, home furnishings, and equipment stores -----	9	3 087	358	78	45
5712	Furniture stores -----	-	-	-	-	-
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	8	3 437	851	228	192
5812	Eating places -----	7	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	-	-	-	-	-
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	26	(D)	1 171	294	160
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	24	7 103	1 145	285	152
5992	Florists -----	1	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

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MAJOR RETAIL CENTERS

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Oklahoma City					
	Retail stores²-----	3 682	1 793 794	215 253	50 144	33 915
52	Building materials, hardware, garden supply, and mobile home dealers -----	142	97 476	9 571	2 101	1 014
525	Hardware stores -----	17	1 829	323	71	33
52 ex. 525	Other -----	125	95 647	9 248	2 030	981
53	General merchandise group stores -----	61	289 475	34 579	7 682	5 656
531	Department stores ³ -----	15	222 438	27 304	5 991	4 418
533	Variety stores -----	30	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	16	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	340	307 884	29 832	7 160	4 161
541	Grocery stores -----	244	296 319	27 912	6 688	3 696
55 ex. 554	Automotive dealers -----	348	404 663	34 601	7 755	2 860
554	Gasoline service stations -----	360	102 908	7 539	1 869	1 222
56	Apparel and accessory stores -----	322	141 255	20 035	5 003	3 440
561	Men's and boys' clothing and furnishings stores -----	46	19 423	2 970	724	384
562, 3, 8	Women's clothing and specialty stores and furriers -----	126	49 741	6 974	1 790	1 392
562	Women's ready-to-wear stores -----	104	47 187	(D)	(D)	(D)
565	Family clothing stores -----	57	54 723	7 519	1 889	1 258
566	Shoe stores -----	58	(D)	1 861	403	261
564, 9	Other apparel and accessory stores -----	35	(D)	711	197	145
57	Furniture, home furnishings, and equipment stores -----	332	108 209	13 383	3 005	1 364
5712	Furniture stores -----	83	46 070	5 931	1 334	520
5713, 4, 9	Home furnishings stores -----	126	23 947	3 268	658	347
572, 3	Household appliance, radio, television, and music stores -----	123	38 192	4 184	1 013	497
58	Eating and drinking places -----	797	175 022	44 310	10 639	11 255
5812	Eating places -----	668	162 649	41 461	9 884	10 533
5813	Drinking places (alcoholic beverages) -----	129	12 373	2 849	755	722
591	Drug and proprietary stores -----	95	31 684	4 738	1 256	682
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	885	135 218	16 665	3 674	2 261
592	Liquor stores -----	86	26 613	826	200	174
594	Miscellaneous shopping goods stores -----	320	70 619	9 978	2 181	1 274
5992	Florists -----	46	5 755	1 309	309	232

See footnotes at end of table.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Norman					
	Retail stores ² -----	562	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers-----	18	(D)	1 033	227	131
525	Hardware stores-----	3	279	(D)	(D)	(D)
52 ex. 525	Other-----	15	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	10	(D)	(D)	(D)	(D)
531	Department stores ³ -----	4	20 354	2 478	532	408
533	Variety stores-----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	3	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	54	39 076	3 374	750	516
541	Grocery stores-----	33	36 707	(D)	(D)	(D)
55 ex. 554	Automotive dealers-----	47	67 259	5 417	1 277	417
554	Gasoline service stations-----	45	12 256	834	202	165
56	Apparel and accessory stores-----	71	15 236	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores-----	13	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	27	(D)	731	185	203
562	Women's ready-to-wear stores-----	25	(D)	(D)	(D)	(D)
565	Family clothing stores-----	15	4 911	677	168	169
566	Shoe stores-----	11	2 373	348	81	66
564, 9	Other apparel and accessory stores-----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	53	10 450	1 328	325	181
5712	Furniture stores-----	11	(D)	388	103	62
5713, 4, 9	Home furnishings stores-----	15	2 003	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	27	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	116	21 716	5 865	1 387	1 924
5812	Eating places-----	100	20 731	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)-----	16	985	(D)	(D)	(D)
591	Drug and proprietary stores-----	15	(D)	848	195	146
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	133	(D)	(D)	(D)	(D)
592	Liquor stores-----	16	2 299	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	62	6 311	871	214	163
5992	Florists-----	9	1 082	259	64	66

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Oklahoma City, Okla., SMSA					
	Retail stores² -----	6 866	3 030 147	344 561	80 110	55 508
52	Building materials, hardware, garden supply, and mobile home dealers -----	292	159 353	15 402	3 390	1 758
525	Hardware stores -----	47	5 889	816	212	125
52 ex. 525	Other -----	245	153 464	14 586	3 178	1 633
53	General merchandise group stores -----	150	414 973	49 796	11 205	8 267
531	Department stores ³ -----	28	285 675	34 846	7 692	5 615
533	Variety stores -----	64	93 342	11 887	2 812	2 127
539	Miscellaneous general merchandise stores -----	58	35 956	3 063	701	525
54	Food stores⁴ -----	663	614 581	57 287	13 573	8 078
541	Grocery stores -----	494	595 212	53 961	12 761	7 305
55 ex. 554	Automotive dealers -----	686	781 311	62 813	13 992	5 256
554	Gasoline service stations -----	711	185 151	12 747	3 162	2 162
56	Apparel and accessory stores -----	581	197 928	27 461	6 856	4 926
561	Men's and boys' clothing and furnishings stores -----	82	26 955	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	220	64 698	8 863	2 255	1 838
562	Women's ready-to-wear stores -----	189	61 756	8 393	2 085	1 749
565	Family clothing stores -----	121	79 912	10 709	2 729	1 910
566	Shoe stores -----	103	20 315	2 922	655	444
564, 9	Other apparel and accessory stores -----	55	6 048	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	598	150 216	18 717	4 299	2 053
5712	Furniture stores -----	153	64 002	8 299	1 916	806
5713, 4, 9	Home furnishings stores -----	211	30 406	4 133	853	477
572, 3	Household appliance, radio, television, and music stores -----	234	55 808	6 285	1 530	770
58	Eating and drinking places -----	1 397	272 737	68 589	16 236	18 280
5812	Eating places -----	1 184	256 588	65 055	15 318	17 345
5813	Drinking places (alcoholic beverages) -----	213	16 149	3 534	918	935
591	Drug and proprietary stores -----	188	61 071	9 224	2 256	1 347
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	1 600	192 826	22 525	5 141	3 381
592	Liquor stores -----	159	36 709	1 136	288	260
594	Miscellaneous shopping goods stores -----	587	96 511	13 097	2 952	1 837
5992	Florists -----	95	9 730	2 115	505	428

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

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²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Oklahoma City			
	Retail stores ² -----	(NC)	63.1	67.8
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NC)	36.8	52.6
525	Hardware stores -----	(NC)	(D)	26.4
52 ex. 525	Other -----	(NC)	(D)	53.8
53	General merchandise group stores -----	(NC)	41.0	47.7
531	Department stores ³ -----	(NC)	51.2	58.1
533	Variety stores -----	(NC)	38.7	(D)
539	Miscellaneous general merchandise stores -----	(NC)	-18.1	(D)
54	Food stores ⁴ -----	(NC)	73.7	72.0
541	Grocery stores -----	(NA)	76.2	72.9
55 ex. 554	Automotive dealers -----	(NC)	62.4	74.0
554	Gasoline service stations -----	(NC)	68.8	62.5
56	Apparel and accessory stores -----	(NC)	78.7	66.9
561	Men's and boys' clothing and furnishings stores -----	(NC)	(D)	24.3
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NC)	87.1	82.7
562	Women's ready-to-wear stores -----	(NC)	85.3	82.7
565	Family clothing stores -----	(NC)	107.2	78.6
566	Shoe stores -----	(NC)	(D)	53.1
564, 9	Other apparel and accessory stores -----	(NC)	77.9	74.5
57	Furniture, home furnishings, and equipment stores -----	(NC)	82.3	73.1
5712	Furniture stores -----	(NC)	59.7	59.1
5713, 4, 9	Home furnishings stores -----	(NC)	162.7	103.8
572, 3	Household appliance, radio, television, and music stores -----	(NC)	78.6	76.3
58	Eating and drinking places -----	(NC)	92.4	104.4
5812	Eating places -----	(NC)	93.0	106.4
5813	Drinking places (alcoholic beverages) -----	(NC)	85.5	77.2
591	Drug and proprietary stores -----	(NC)	25.4	39.7
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	(NC)	67.0	63.3
592	Liquor stores -----	(NC)	45.0	35.1
594	Miscellaneous shopping goods stores -----	(NC)	102.3	96.6
5992	Florists -----	(NC)	34.7	43.6

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Oklahoma City					
	Retail stores ¹ -----	10.1	6.0	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	5.4	5.3
525	Hardware stores -----	-	-	-	0.1	0.2
52 ex. 525	Other -----	(D)	(D)	(D)	5.3	5.1
53	General merchandise group stores -----	0.4	0.3	0.6	16.1	13.7
531	Department stores ² -----	-	-	-	12.4	9.4
533	Variety stores -----	1.1	(D)	(D)	(D)	3.1
539	Miscellaneous general merchandise stores -----	3.1	(D)	(D)	(D)	1.2
54	Food stores ³ -----	1.3	0.6	2.2	17.2	20.3
541	Grocery stores -----	0.4	0.2	0.6	16.5	19.6
55 ex. 554	Automotive dealers -----	32.6	16.9	72.6	22.6	25.8
554	Gasoline service stations -----	1.6	0.9	0.9	5.7	6.1
56	Apparel and accessory stores -----	3.5	2.5	2.7	7.9	6.5
561	Men's and boys' clothing and furnishings stores -----	9.6	6.9	1.0	1.1	0.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	(D)	2.8	2.1
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	2.6	2.0
565	Family clothing stores -----	(D)	(D)	(D)	3.1	2.6
566	Shoe stores -----	(D)	0.1	-	(D)	0.7
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.2
57	Furniture, home furnishings, and equipment stores -----	7.4	5.3	4.4	6.0	5.0
5712	Furniture stores -----	(D)	(D)	(D)	2.6	2.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.3	1.0
572, 3	Household appliance, radio, television, and music stores -----	3.4	2.3	0.7	2.1	1.8
58	Eating and drinking places -----	7.0	4.5	6.7	9.8	9.0
5812	Eating places -----	6.7	4.2	6.0	9.1	8.5
5813	Drinking places (alcoholic beverages) -----	11.2	8.6	0.8	0.7	0.5
591	Drug and proprietary stores -----	4.6	2.4	0.8	1.8	2.0
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	(D)	(D)	7.5	6.4
592	Liquor stores -----	(D)	(D)	(D)	1.5	1.2
594	Miscellaneous shopping goods stores -----	14.1	10.3	5.5	3.9	3.2
5992	Florists -----	8.9	5.3	0.3	0.3	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

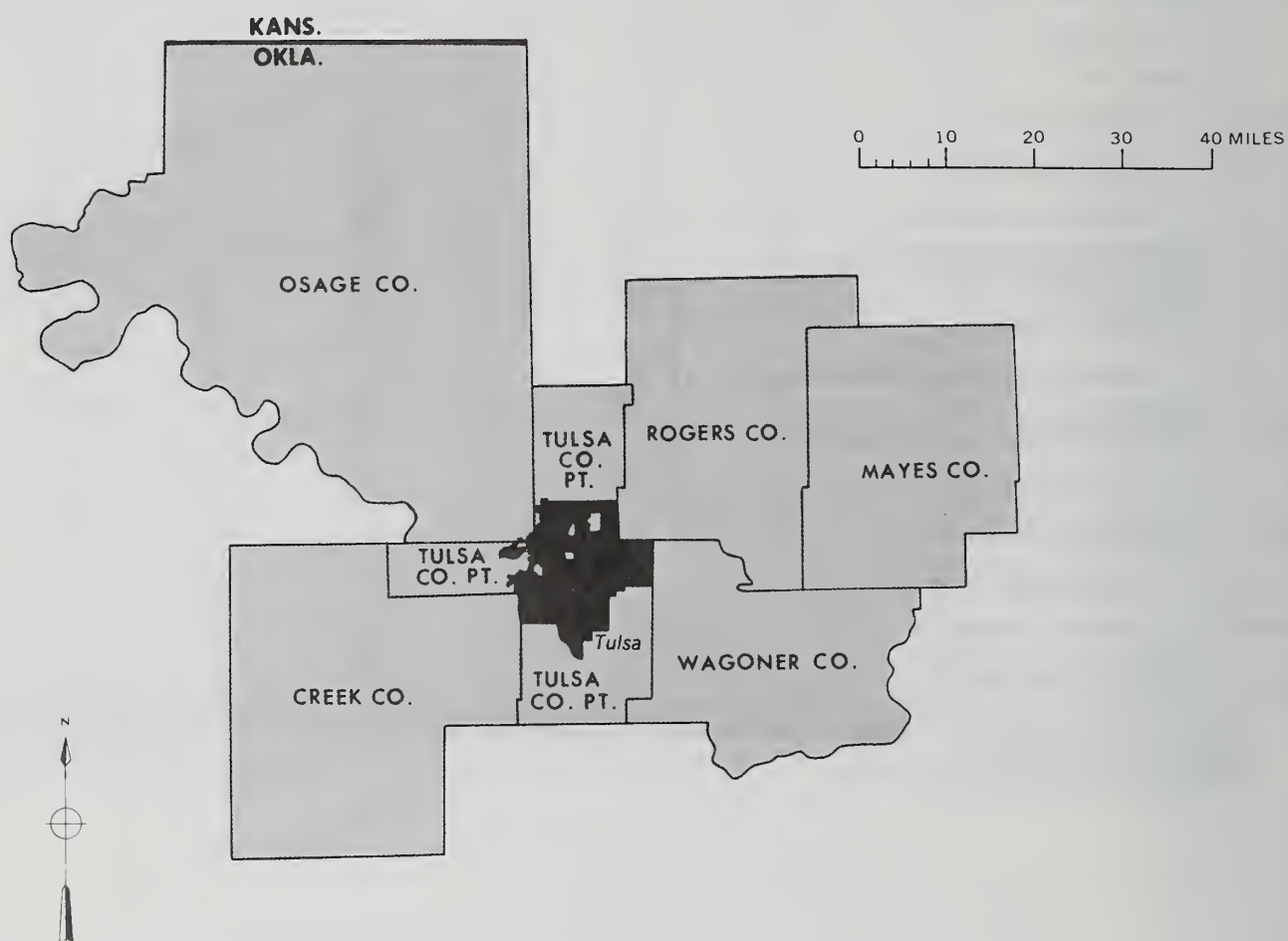
³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.



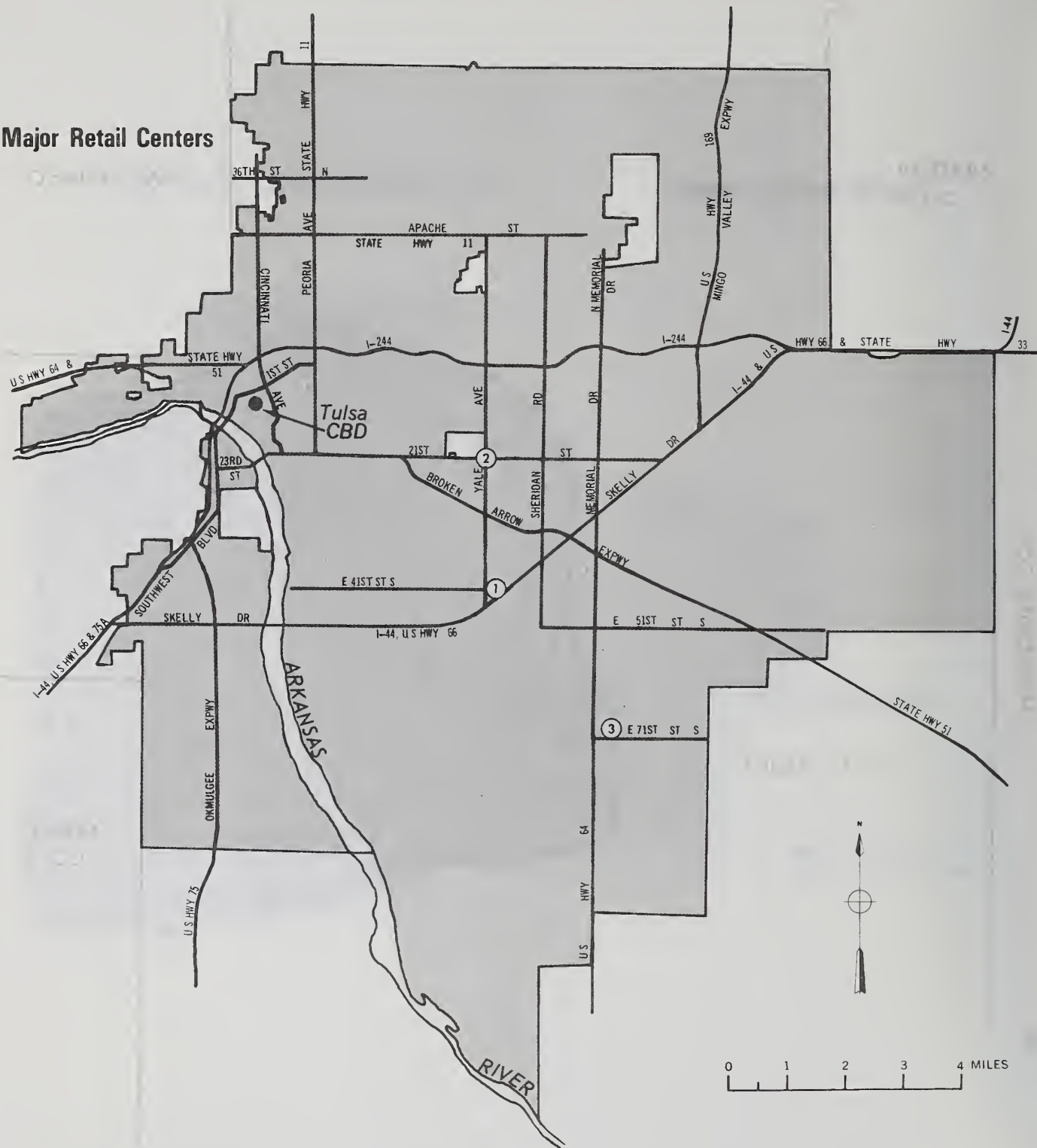
TULSA

Standard Metropolitan Statistical Area



TULSA

Major Retail Centers



- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- ▭ Central City

Table 1. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 1	No. 2	No. 3
54, 58, 591	Retail stores:^{1 2}						
	Number -----	5 845	3 489	151	123	32	80
	Sales (\$1,000) -----	2 288 396	1 669 323	126 161	110 821	74 650	58 977
	Payroll entire year (\$1,000) -----	255 518	201 226	14 247	15 280	9 414	7 906
	Paid employees for week including March 12 ---	39 072	29 725	1 622	2 648	1 174	1 535
53, 56, 57; 594	Convenience goods stores:						
	Number -----	1 913	1 128	63	22	7	11
	Sales (\$1,000) -----	724 761	493 368	15 336	7 570	8 277	2 178
52, 55, 59, ex. 591, 4, 6	Shopping goods stores (GAF):³						
	Number -----	1 625	1 049	34	87	15	66
	Sales (\$1,000) -----	624 781	525 081	20 530	100 930	63 213	56 532
	All other stores:						
	Number -----	2 307	1 312	54	14	10	3
	Sales (\$1,000) -----	938 854	650 874	90 295	2 321	3 160	267
Number of Establishments							
52	Retail stores^{1 2} -----	5 845	3 489	151	123	32	80
	Building materials, hardware, garden supply, and mobile home dealers -----						
	Number -----	280	139	4	2	1	-
	Hardware stores -----	56	17	-	-	-	-
	Other -----	224	122	4	2	1	-
53	General merchandise group stores -----	139	76	3	9	2	3
	Department stores ⁴ -----	27	20	1	5	2	3
	Variety stores -----	54	24	-	2	-	-
	Miscellaneous general merchandise stores -----	58	32	2	2	-	-
54	Food stores⁵ -----	670	338	8	7	3	5
	Grocery stores -----	508	240	4	4	2	-
	Automotive dealers -----	601	338	12	2	2	-
554	Gasoline service stations -----	576	302	7	1	3	-
	Apparel and accessory stores -----	475	313	16	46	8	43
	Men's and boys' clothing and furnishings stores --	60	45	6	7	-	8
	Women's clothing and specialty stores and furriers -----	161	113	5	19	1	21
562, 3, 8	Women's ready-to-wear stores -----	134	92	4	15	-	18
	Family clothing stores -----	122	67	3	7	3	3
	Shoe stores -----	89	61	2	10	3	9
	Other apparel and accessory stores -----	43	27	-	3	1	2
57	Furniture, home furnishings, and equipment stores -----	502	330	3	9	5	6
	Furniture stores -----	135	81	1	-	1	-
	Home furnishings stores -----	184	126	1	2	1	-
	Household appliance, radio, television, and music stores -----	183	123	1	7	3	6
58	Eating and drinking places -----	1 104	710	52	12	3	6
	Eating places -----	920	596	40	12	3	6
	Drinking places (alcoholic beverages) -----	184	114	12	-	-	-
	Drug and proprietary stores -----	139	80	3	3	1	-
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	1 359	863	43	32	4	17
	Liquor stores -----	139	83	5	-	1	-
	Miscellaneous shopping goods stores -----	509	330	12	23	-	14
	Florists -----	103	66	2	4	1	-

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Tulsa CBD					
	Retail stores ² -----	151	126 161	14 247	3 344	1 622
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	3 881	368	68	28
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	4	3 881	368	68	28
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	8	(D)	(D)	(D)	(D)
541	Grocery stores -----	4	6 028	633	146	87
55 ex. 554	Automotive dealers -----	12	81 505	6 698	1 542	534
554	Gasoline service stations -----	7	1 806	199	58	27
56	Apparel and accessory stores -----	16	8 004	1 406	332	194
561	Men's and boys' clothing and furnishings stores -----	6	2 969	675	166	81
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	4	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	2 471	348	86	78
566	Shoe stores -----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	3	(D)	(D)	(D)	(D)
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	1	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	52	6 688	2 319	572	447
5812	Eating places -----	40	6 043	2 152	530	413
5813	Drinking places (alcoholic beverages) -----	12	645	167	42	34
591	Drug and proprietary stores -----	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	43	5 135	753	171	123
592	Liquor stores -----	5	791	63	12	15
594	Miscellaneous shopping goods stores -----	12	2 032	332	80	57
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 1					
	Retail stores² -----	123	110 821	15 280	3 534	2 648
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	9	58 126	7 092	1 595	1 218
531	Department stores ³ -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	7	1 120	153	31	38
541	Grocery stores -----	4	698	117	24	30
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	46	29 626	3 712	924	736
561	Men's and boys' clothing and furnishings stores -----	7	3 668	533	169	74
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	9 361	1 258	315	261
562	Women's ready-to-wear stores -----	15	8 592	1 156	294	243
565	Family clothing stores -----	7	13 452	1 470	331	324
566	Shoe stores -----	10	2 975	422	101	68
564, 9	Other apparel and accessory stores -----	3	170	29	8	9
57	Furniture, home furnishings, and equipment stores -----	9	1 998	239	58	35
5712	Furniture stores -----	-	-	-	-	-
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	12	5 154	1 755	380	303
5812	Eating places -----	12	5 154	1 755	380	303
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	3	1 296	262	64	35
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	32	11 874	1 754	397	252
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	23	11 180	1 621	359	231
5992	Florists -----	4	251	42	13	8

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Tulsa					
	Retail stores ² -----	3 489	1 669 323	201 226	46 949	29 725
52	Building materials, hardware, garden supply, and mobile home dealers -----	139	90 969	9 871	2 122	944
525	Hardware stores -----	17	3 613	463	114	66
52 ex. 525	Other -----	122	87 356	9 408	2 008	878
53	General merchandise group stores -----	76	246 760	30 160	6 746	5 055
531	Department stores ³ -----	20	199 045	25 015	5 566	4 185
533	Variety stores -----	24	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	32	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	338	321 010	32 788	7 790	3 756
541	Grocery stores -----	240	308 022	30 652	7 234	3 344
55 ex. 554	Automotive dealers -----	338	418 323	36 027	8 120	2 913
554	Gasoline service stations -----	302	90 913	7 169	1 878	1 177
56	Apparel and accessory stores -----	313	119 924	15 873	3 811	2 951
561	Men's and boys' clothing and furnishings stores -----	45	14 234	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	113	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	92	34 514	4 684	1 128	883
565	Family clothing stores -----	67	50 307	5 992	1 427	1 274
566	Shoe stores -----	61	15 140	2 225	491	358
564, 9	Other apparel and accessory stores -----	27	(D)	440	109	80
57	Furniture, home furnishings, and equipment stores -----	330	102 073	14 860	3 543	1 516
5712	Furniture stores -----	81	47 416	6 951	1 587	715
5713, 4, 9	Home furnishings stores -----	126	22 378	4 184	1 031	360
572, 3	Household appliance, radio, television, and music stores -----	123	32 279	3 725	925	441
58	Eating and drinking places -----	710	135 802	35 743	8 538	8 569
5812	Eating places -----	596	129 636	34 724	8 286	8 320
5813	Drinking places (alcoholic beverages) -----	114	6 166	1 019	252	249
591	Drug and proprietary stores -----	80	36 556	5 314	1 308	621
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	863	106 993	13 421	3 093	2 223
592	Liquor stores -----	83	19 562	973	247	253
594	Miscellaneous shopping goods stores -----	330	56 324	7 839	1 789	1 264
5992	Florists -----	66	5 583	1 141	274	221

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Tulsa, Okla., SMSA					
	Retail stores ² -----	5 845	2 288 396	255 518	60 108	39 072
52	Building materials, hardware, garden supply, and mobile home dealers-----	280	132 804	14 011	3 094	1 422
525	Hardware stores-----	56	7 554	750	188	121
52 ex. 525	Other-----	224	125 250	13 261	2 906	1 301
53	General merchandise group stores-----	139	297 250	35 054	7 903	6 143
531	Department stores ³ -----	27	229 706	27 623	6 142	4 790
533	Variety stores-----	54	33 461	4 305	1 039	922
539	Miscellaneous general merchandise stores-----	58	34 083	3 126	722	431
54	Food stores ⁴ -----	670	502 100	48 349	11 570	5 955
541	Grocery stores-----	508	485 802	45 811	10 910	5 432
55 ex. 554	Automotive dealers-----	601	588 305	46 794	10 759	4 103
554	Gasoline service stations-----	576	151 975	10 348	2 665	1 748
56	Apparel and accessory stores-----	475	143 030	18 343	4 435	3 478
561	Men's and boys' clothing and furnishings stores-----	60	15 649	2 261	601	320
562, 3, 8	Women's clothing and specialty stores and furriers-----	161	40 573	5 439	1 322	1 040
562	Women's ready-to-wear stores-----	134	37 804	5 035	1 226	972
565	Family clothing stores-----	122	64 149	7 516	1 808	1 593
566	Shoe stores-----	89	18 343	2 624	579	424
564, 9	Other apparel and accessory stores-----	43	4 316	503	125	101
57	Furniture, home furnishings, and equipment stores-----	502	119 374	16 688	4 037	1 791
5712	Furniture stores-----	135	55 477	7 825	1 813	840
5713, 4, 9	Home furnishings stores-----	184	24 936	4 485	1 118	405
572, 3	Household appliance, radio, television, and music stores-----	183	38 961	4 378	1 106	546
58	Eating and drinking places-----	1 104	173 567	43 939	10 400	10 976
5812	Eating places-----	920	165 400	42 755	10 094	10 681
5813	Drinking places (alcoholic beverages)-----	184	8 167	1 184	306	295
591	Drug and proprietary stores-----	139	49 094	6 911	1 687	884
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	1 359	130 897	15 081	3 558	2 572
592	Liquor stores-----	139	23 496	1 138	301	305
594	Miscellaneous shopping goods stores-----	509	65 127	8 538	1 977	1 412
5992	Florists-----	103	7 367	1 365	336	286

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Tulsa					
	Retail stores ² -----	193	99 510	12 450	3 077	2 364
52	Building materials, hardware, garden supply, and mobile home dealers -----	7	2 753	271	56	37
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	6	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	7 579	876	225	214
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores -----	8	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	17	56 252	5 525	1 361	651
554	Gasoline service stations -----	18	2 776	350	86	92
56	Apparel and accessory stores -----	27	10 426	1 757	440	537
561	Men's and boys' clothing and furnishings stores -----	6	1 997	348	81	61
562, 3, 8	Women's clothing and specialty stores and furriers -----	8	1 602	406	120	87
562	Women's ready-to-wear stores -----	5	1 366	355	104	68
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	9	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	5	(D)	(D)	(D)	(D)
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	1	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	47	3 936	957	247	344
5812	Eating places -----	39	3 381	815	210	298
5813	Drinking places (alcoholic beverages) -----	8	555	142	37	46
591	Drug and proprietary stores -----	5	3 131	304	74	68
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	53	5 741	633	159	178
592	Liquor stores -----	9	1 747	72	18	30
594	Miscellaneous shopping goods stores -----	17	2 059	249	61	61
5992	Florists -----	4	224	42	11	22

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. **Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Tulsa			
	Retail stores ² -----	26.8	76.5	78.3
52	Building materials, hardware, garden supply, and mobile home dealers -----	41.0	75.8	83.1
525	Hardware stores -----	(D)	63.3	58.5
52 ex. 525	Other -----	(D)	76.3	84.8
53	General merchandise group stores -----	(D)	80.8	85.9
531	Department stores ³ -----	(D)	90.4	105.6
533	Variety stores -----	(D)	9.4	33.3
539	Miscellaneous general merchandise stores -----	44.7	98.6	47.7
54	Food stores ⁴ -----	23.7	73.8	79.6
541	Grocery stores -----	(NA)	72.9	78.9
55 ex. 554	Automotive dealers -----	44.9	84.0	85.8
554	Gasoline service stations -----	-34.9	63.1	60.8
56	Apparel and accessory stores -----	-23.2	69.0	68.0
561	Men's and boys' clothing and furnishings stores -----	48.7	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	73.2
562	Women's ready-to-wear stores -----	(D)	(D)	73.8
565	Family clothing stores -----	(D)	74.8	72.2
566	Shoe stores -----	-47.1	(D)	55.4
564, 9	Other apparel and accessory stores -----	-74.6	87.9	(D)
57	Furniture, home furnishings, and equipment stores -----	39.4	69.2	69.7
5712	Furniture stores -----	-3.4	64.2	60.4
5713, 4, 9	Home furnishings stores -----	(D)	73.1	79.7
572, 3	Household appliance, radio, television, and music stores -----	(D)	74.2	78.0
58	Eating and drinking places -----	69.9	105.2	98.4
5812	Eating places -----	78.7	111.8	105.1
5813	Drinking places (alcoholic beverages) -----	16.2	23.9	19.2
591	Drug and proprietary stores -----	(D)	18.6	26.5
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	-10.6	73.4	66.8
592	Liquor stores -----	-54.7	25.7	22.3
594	Miscellaneous shopping goods stores -----	-1.3	107.7	101.5
5992	Florists -----	(D)	45.6	48.3

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Tulsa					
	Retail stores¹ -----	7.6	5.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	4.3	2.9	3.1	5.4	5.8
525	Hardware stores -----	-	-	-	0.2	0.3
52 ex. 525	Other -----	4.4	3.1	3.1	5.2	5.5
53	General merchandise group stores -----	(D)	(D)	(D)	14.8	13.0
531	Department stores ² -----	(D)	(D)	(D)	11.9	10.0
533	Variety stores -----	(D)	-	-	(D)	1.5
539	Miscellaneous general merchandise stores -----	23.3	(D)	(D)	(D)	1.5
54	Food stores³ -----	(D)	(D)	(D)	19.2	21.9
541	Grocery stores -----	2.0	1.2	4.8	18.5	21.2
55 ex. 554	Automotive dealers -----	19.5	13.9	64.6	25.1	25.7
554	Gasoline service stations -----	2.0	1.2	1.4	5.4	6.6
56	Apparel and accessory stores -----	6.7	5.6	6.3	7.2	6.3
561	Men's and boys' clothing and furnishings stores -----	20.9	19.0	2.4	0.9	0.7
562, 3, 8	Women's clothing and specialty stores and furriers -----	4.3	(D)	(D)	(D)	1.8
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	2.1	1.7
565	Family clothing stores -----	4.9	3.9	2.0	3.0	2.8
566	Shoe stores -----	(D)	(D)	(D)	0.9	0.8
564, 9	Other apparel and accessory stores -----	0.5	(D)	(D)	(D)	0.2
57	Furniture, home furnishings, and equipment stores -----	(D)	(D)	(D)	6.1	5.2
5712	Furniture stores -----	(D)	(D)	(D)	2.8	2.4
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.3	1.1
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.9	1.7
58	Eating and drinking places -----	4.9	3.9	5.3	8.1	7.6
5812	Eating places -----	4.7	3.7	4.8	7.8	7.2
5813	Drinking places (alcoholic beverages) -----	10.5	7.9	0.5	0.4	0.4
591	Drug and proprietary stores -----	(D)	(D)	(D)	2.2	2.1
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	4.8	3.9	4.1	6.4	5.7
592	Liquor stores -----	4.0	3.4	0.6	1.2	1.0
594	Miscellaneous shopping goods stores -----	3.6	3.1	1.6	3.4	2.8
5992	Florists -----	(D)	(D)	(D)	0.3	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

APPENDIX A. General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

- b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.

- b. The 10-percent sample of small employers referred to in section 1b above

Method of classifying kinds of business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.¹ However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

- a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

Geographic areas—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

¹ **Standard Industrial Classification Manual: 1972.** For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. **1977 Supplement.** Stock No. 003-005-00176-0. Price 90 cents.

Classifications—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

Sales—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

Legal form of organization—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

Sales—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll entire year—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

Payroll first quarter—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

Paid employees for week including March 12—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Central administrative offices and auxiliaries—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Hardware stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

Gasoline service stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

Other apparel and accessory stores (SIC 564 and 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Home furnishings stores (SIC 5713, 5714, and 5719)—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

Household appliance, radio, television, and music stores (SIC 572 and 573)—Comprise the following industries:

Household appliance stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

Radio and television stores (SIC 5732)—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

Record shops (SIC 5733 pt.)—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

Musical instrument stores (SIC 5733 pt.)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

Eating places (SIC 5812)—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug and proprietary stores (SIC 591)—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous shopping goods stores (SIC 594)—Comprises the following industries:

General line sporting goods stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty line sporting goods stores (SIC 5941 pt.)—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

Stationery stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, toy, and game shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, novelty, and souvenir shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and leather goods stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Sewing, needlework, and piece goods stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

Nonstore retailers (SIC 596)—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS1977 CENSUS OF DISTRIBUTIVE TRADES
(RETAIL)*Important* - PLEASE READ ALL ACCOMPANYING INSTRUCTIONSPlease complete this
form and RETURN TOBUREAU OF THE CENSUS
1201 East Tenth Street
Jeffersonville, Indiana 47132**NOTICE** - Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.In correspondence pertaining to this report,
please refer to this Census File Number* Employer Identification
Number

Census use only	Unit No.	Item code	Unit No.	Item code	Unit No.	Item code

Please correct errors in name, address and ZIP code. ENTER street and number if not shown.

Item 1 - PHYSICAL LOCATION OF ESTABLISHMENT - In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete Items a through g.**a.** Address number and street name of physical location - If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route.

Mark (X) for a, b, c, and d if same as mailing label; if different show corrections.

Same as
mailing
label ☐ OR ☐**b.** Name of city, town, village, borough, etc. of physical locationSame as
mailing
label ☐ OR ☐**c.** StateSame as
mailing
label ☐ OR ☐**d.** ZIP codeSame as
mailing
label ☐ OR ☐**e.** Type of municipality indicated in 1b
1 ☐ City 4 ☐ Borough 7 ☐ Other - Specify
2 ☐ Town 5 ☐ Township
Mark (X) one 3 ☐ Village 6 ☐ Unincorporated 8 ☐ Don't know**f.** Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b?1 ☐ Yes
2 ☐ No
3 ☐ No legal boundaries
4 ☐ Don't know**NOTE** - The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name.**g.** Name of county (Louisiana parish) of physical location**Item 2 - EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?

☐ YES☐ NO - Enter current EI number

(9 digits)

Item 3 - OPERATIONAL STATUS**a.** Mark (X) the ONE box which best describes this establishment at the end of 1977.

- 001 ☐ In operation
- 2 ☐ Temporarily or seasonally inactive
- 3 ☐ Ceased operation - Give date
- 4 ☐ Sold or leased to another operator - Give date AND name, etc.

Figures only

Month	Day	Year

Name of new owner or operator

Number and street

City

State

ZIP code

b. How many months during 1977 did this firm or organization actively operate this establishment?

Number of months

002

Item 4 - ORGANIZATIONAL STATUS**a.** Mark (X) the ONE box which best describes this establishment during 1977.

- 003 1 ☐ Individual proprietorship
- 2 ☐ Partnership
- 3 ☐ Cooperative association
- 4 ☐ Governmental - Specify
- 5 ☐ Corporation (other than specified above)
- 6 ☐ Other - Specify

b. Was all or part of the income of this establishment or organization exempt from Federal income taxes under Section 501 or 521 of the Internal Revenue Code?

004

1 ☐ YES
2 ☐ NO*Important* - Please read

Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:

EXAMPLE: If figure is \$1,125,628.28

* PREFERRED method
Acceptable method

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	125	
1	125	628

Item 5 - DOLLAR VOLUME OF BUSINESS IN 1977**a.** Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

Mil.	Thou.	Dol.
010		

b. Were sales (or other) taxes collected from customers and forwarded to taxing authorities?

011	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
-----	---

If "YES," report the amount of such taxes

(DO NOT include taxes in 5a above)

Mil.	Thou.	Dol.
012		

c. TOTAL SALES and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above)

013		
-----	--	--

Item 6 - PAYROLL AND EMPLOYMENT**a.** Payroll

(1) Total ANNUAL payroll in 1977 before deductions

(2) Payroll for the FIRST QUARTER of 1977

b. Employment - Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees)

032 MAR 033 MAY 034 AUG 035 NOV

Item 7 - METHOD OF SELLING - Mark (X) the ONE box which best describes this establishment's principal method of selling.

300
 1 ☐ Selling at this establishment 2 ☐ Mail order (catalog selling) 3 ☐ House-to-house or telephone (direct selling) 4 ☐ Operating merchandise vending machines

Item 8 - DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM

302

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if ■ Customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment.

1 ☐ YES
 2 ☐ NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm.

Name of establishment

Kind of business

Item 9 - DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977?

304

1 ☐ YES →

Enter number - List each one in b below

2 ☐ NO - SKIP to item 10

(Exclude coin-operated amusement or vending machine space leased to others)
 Mark "YES" if ■ Any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.

■ Any department is operated by a subsidiary firm or the parent firm.

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				Mil.	Thou.	Dol.		
305		306		307			308	309
1							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305		306		307			308	309
2							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305		306		307			308	309
3							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO

Item 15 - OWNERSHIP OR CONTROL - Refer to instructions for definitions of ownership and control.

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

a. Is this company owned or controlled by another company?

1 ☐ YES →
 2 ☐ NO

Owning or controlling company

EI No. (9 digits)

b. Does this company own or control any other company or companies?

1 ☐ YES →
 2 ☐ NO

Owned or controlled company

EI No. (9 digits)

Item 16 - LOCATIONS OF OPERATION

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.)

1 ☐ YES - Answer (b) and (c)

2 ☐ NO - Do not complete (b) and (c) below.
 Fill in your report for complete business and accuracy and return.

Number of locations

b. At how many separate locations were these operations conducted during 1977?

c. List each location - including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only	Physical location of each operation			1977 sales and receipts and annual and 1st quarter payrolls				Number of paid employees for the pay period including the 12th of each month		Kind of business of each location
	Name, address and ZIP code			Totals should equal items 5a and 6a(1) and (2)				Totals should equal corresponding entries in item 6b		
	(a)			(b)					(c)	(d)
080	Name			Sales and receipts	Mil.	Thou.	Dol.	084 MAR	085 MAY	
					081					
	Number and street of physical location			Total annual payroll	082			086 AUG	087 NOV	
	City	State	ZIP code	1st quarter payroll	083					

080	Name			Sales and receipts	081			084 MAR	085 MAY	
	Number and street of physical location			Total annual payroll	082			086 AUG	087 NOV	
	City	State	ZIP code	1st quarter payroll	083					
TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)				Sales and receipts				MAR	MAY	
				Total annual payroll				AUG	NOV	
				1st quarter payroll						

APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS		56	APPAREL AND ACCESSORY STORES	
5211	Lumber and other building materials dealers . . .	52A	5611	Men's and boys' clothing and furnishings stores	56
5231	Paint, glass, and wallpaper stores	52B	5621	Women's ready-to-wear stores	56
5251	Hardware stores	52B	5631 PT.	Millinery stores	56
5261	Retail nurseries, lawn and garden supply stores	52B	5631 PT.	Corset and lingerie stores	56
5271	Mobile home dealers	52C	5631 PT.	Other women's accessory, specialty stores	56
53	GENERAL MERCHANDISE GROUP STORES		5641	Children's and infants' wear stores	56
5311	Department stores	53A	5651	Family clothing stores	56
5331	Variety stores	53B	5661 PT.	Men's shoe stores	56
5399	Miscellaneous general merchandise stores	53A	5661 PT.	Women's shoe stores	56
54	FOOD STORES		5661 PT.	Children's and juveniles' shoe stores	56
5411	Grocery stores	54	5661 PT.	Family shoe stores	56
5422	Freezer and locker meat provisioners	54	5681	Furriers and fur shops	56
5423 PT.	Meat markets	54	5699	Miscellaneous apparel and accessory stores	56
5423 PT.	Fish (seafood) markets	54	57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	
5431	Fruit stores and vegetable markets	54	5712	Furniture stores	57A
5441	Candy, nut, and confectionery stores	54	5713	Floor covering stores	57B
5451	Dairy products stores	54	5714	Drapery, curtain, and upholstery stores	57B
5462	Retail bakeries—baking and selling	54	5719	Miscellaneous home furnishings stores	57B
5463	Retail bakeries—selling only	54	5722	Household appliance stores	57A
5499	Miscellaneous food stores	54	5732	Radio and television stores	57A
55	AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS		5733 PT.	Record shops	57B
5511 PT.	Dealers with domestic car franchise only	55A	5733 PT.	Musical instrument stores	57B
5511 PT.	Dealers with imported car franchise only	55A	58	EATING AND DRINKING PLACES	
5511 PT.	Dealers with domestic, import car franchises . .	55A	5812 PT.	Restaurants and lunchrooms	58
5521	Motor vehicle dealers—used cars only	55A	5812 PT.	Social caterers	58
5531 PT.	Tire, battery, and accessory dealers	55B	5812 PT.	Cafeterias	58
5531 PT.	Other auto and home supply stores	55B	5812 PT.	Refreshment places	58
5541	Gasoline service stations	55D	5812 PT.	Contract feeding	58
5551	Boat dealers	55C	5812 PT.	Ice cream, frozen custard stands	58
5561	Recreational and utility trailer dealers	55C	5812 PT.	Drinking places (alcoholic beverages)	58
5571	Motorcycle dealers	55C	5813		
5599	Automotive dealers, n.e.c.	55C			

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
59	MISCELLANEOUS RETAIL STORES			MISCELLANEOUS RETAIL STORES—Con.	
5912 PT.	Drug stores	59A	5962	Automatic merchandising machine operators	58
5912 PT.	Proprietary stores	59A			
5921	Liquor stores	59G			
5931	Used merchandise stores	59G	5963 PT.	Furniture, home furnishings, equipment— direct selling	57A
5941 PT.	General line sporting goods stores	59C	5963 PT.	Mobile food service—direct selling	58
5941 PT.	Specialty line sporting goods stores	59C	5963 PT.	Books and stationery—direct selling	59B
5942	Book stores	59B	5963 PT.	Other direct selling	59G
5943	Stationery stores	59B			
5944	Jewelry stores	59D	5982	Fuel and ice dealers, n.e.c.	59E
5945	Hobby, toy, and game shops	59B	5983	Fuel oil dealers	59E
5946	Camera and photographic supply stores	59B	5984	Liquefied petroleum gas (bottled gas) dealers . .	59E
5947	Gift, novelty, and souvenir shops	59B			
5948	Luggage and leather goods stores	59B	5992	Florists	59F
5949	Sewing, needlework, and piece goods stores	59B	5993	Cigar stores and stands	59G
			5994	News dealers and newsstands	59G
5961 PT.	Department store merchandise—mail order	53A	5999 PT.	Pet shops	59G
5961 PT.	General merchandise, n.e.c.—mail order	53A	5999 PT.	Typewriter stores	59B
5961 PT.	Other mail-order houses	53A	5999 PT.	Optical goods stores	59G
			5999 PT.	Other retail stores, n.e.c.	59G

APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

FORT SMITH, ARK.-OKLA., SMSA¹

Consists of Crawford and Sebastian Counties, Ark., and Le Flore and Sequoyah Counties, Okla.

LAWTON SMSA

Coextensive with Comanche County, Okla.

OKLAHOMA CITY SMSA

Consists of Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, Okla.

TULSA SMSA

Consists of Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, Okla.

¹ MRC data for this SMSA appear only in the Ark. MRC report.



APPENDIX E. Major Retail Centers

LAWTON, OKLA., SMSA

MRC No. 1—Includes the planned center known as "Montgomery Ward Shopping Center" and establishments on West Gore Blvd. from Southwest 20th St. to Southwest 25th St. and on Southwest Sheridan Rd. from West Gore Blvd. to Southwest "A" Ave. (Lawton) (In tracts 7, 10, 13 and 14)

MRC No. 2—Includes the planned centers known as "Cache Road Square Shopping Center," "K-Mart Shopping Center," and "Gibsons Shopping Center" and establishments on Northwest Cache Rd. (address range 3800-4499) and Northwest 38th St. (Lawton) (In tract 3)

MRC No. 3—Includes the planned center known as "Sears Shopping Center" and establishments on West Gore Blvd. from Southwest 10th St. to Southwest 16th St. and on Southwest 11th St. from Southwest "A" Ave. to Southwest "B" Ave. (Lawton) (In tracts 10, 11, 12 and 13)

OKLAHOMA CITY, OKLA., SMSA

MRC No. 1—Includes the planned center known as "Crossroads Mall" bounded by Southeast 66th St., AT and SF RR., Interstate 240, and Interstate 35. (Oklahoma City) (In tract 1073.04)

MRC No. 2—Includes the planned center known as "French Market Mall" and establishments in the area bounded by Northwest 63d St., North Miller Ave., Northwest 62nd Pl. and North May Ave. (Oklahoma City) (In tract 1065.01)

MRC No. 3—Includes the planned center known as "Reding Shopping Center" and establishments on South Western Ave. from Southwest 36th St. to Southwest 47th St., and on Southwest 44th St. from Olie Ave. to South Klein Ave. (Oklahoma City) (In tract 1072.15)

OKLAHOMA CITY, OKLA., SMSA—Con.

MRC No. 4—Includes the planned centers known as "Penn Square," "North Penn Plaza" and "50 Penn Place" and establishments on North Pennsylvania Ave. from Bellevue Dr. to Northwest 50th St. (Oklahoma City) (In tract 1065.03)

MRC No. 5—Includes the planned center known as "Shepherd Mall" and establishments on Northwest 23rd St. from North Virginia Ave. to North Linn Ave. (Oklahoma City) (In tracts 1002, 1009, 1010, and 1020)

TULSA, OKLA., SMSA

MRC No. 1—Includes the planned centers known as "Southland Shopping Center," "Southroads Mall," and "Highland Plaza," and establishments in the area bounded by East 38th Pl., East 39th Pl., South Hudson Ave., East 41st St. South, South Darlington Ave., East 43rd St. South, and South Yale Ave. (Tulsa) (In tracts 70 and 86)

MRC No. 2—Includes the planned centers known as "Mayo Meadow Shopping Center" and "1700 Yale Mall" and establishments on South Yale Ave. from East 15th St. to East 22nd St. and on East 21st St. from South Vandalia Ave. to South Canton Ave. (Tulsa) (In tracts 38, 39, and 53)

MRC No. 3—Includes the planned center known as "Woodland Hills Mall" at the intersection of South Memorial Dr. (U.S. Hwy. 64) and East 71st St. South. (Tulsa) (In tract 76.04)



APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Lawton SMSA	CSAC
Oklahoma City SMSA	CSAC
Tulsa SMSA	CSAC

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE

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PUBLICATION PROGRAM

1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

Final Reports

Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L.
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

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